

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

<b>(1) DEPARTMENT</b> Administrative Office	<b>(2) MEETING DATE</b> 1/29/2013	<b>(3) CONTACT/PHONE</b> Nikki J. Schmidt 805/781-5496	
<b>(4) SUBJECT</b> Request by the San Luis Obispo County Tourism Business Improvement District (CBID), to re-appoint Ken Cooper and Victoria Moreno and appoint Nancy Carr to replace Lesliann Godfrey for three-year terms on the Cambria Local Area Advisory Board.			
<b>(5) RECOMMENDED ACTION</b> It is recommended that your Board re-appoint Ken Cooper and Victoria Moreno and appoint Nancy Carr to replace Lesliann Godfrey for three-year terms on the Cambria Local Area Advisory Board.			
<b>(6) FUNDING SOURCE(S)</b> N/A	<b>(7) CURRENT YEAR FINANCIAL IMPACT</b> \$0.00	<b>(8) ANNUAL FINANCIAL IMPACT</b> \$0.00	<b>(9) BUDGETED?</b> N/A
<b>(10) AGENDA PLACEMENT</b> <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
<b>(11) EXECUTED DOCUMENTS</b> <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
<b>(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR)</b>  N/A		<b>(13) BUDGET ADJUSTMENT REQUIRED?</b> BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
<b>(14) LOCATION MAP</b>  N/A	<b>(15) BUSINESS IMPACT STATEMENT?</b>  No	<b>(16) AGENDA ITEM HISTORY</b>  <input checked="" type="checkbox"/> N/A Date _____	
<b>(17) ADMINISTRATIVE OFFICE REVIEW</b>   			
<b>(18) SUPERVISOR DISTRICT(S)</b> District 2 -			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 1/29/2013

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID), to re-appoint Ken Cooper and Victoria Moreno and appoint Nancy Carr to replace Lesliann Godfrey for three-year terms on the Cambria Local Area Advisory Board.

## **RECOMMENDATION**

It is recommended that your Board re-appoint Ken Cooper and Victoria Moreno and appoint Nancy Carr to replace Lesliann Godfrey for three-year terms on the Cambria Local Area Advisory Board.

## **DISCUSSION**

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed in May since then. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

At that same meeting, the Board's approved the Local Area By-laws which set out how the local area boards will be organized and appointed (Article II attached). Members of the Local Area Advisory Board shall be appointed according to the provisions of Government Code Section 54970 (Maddy Book). The Clerk-Recorder has posted the Advisory Board vacancies according to this government code section.

The Cambria Local Area Advisory Board was formed on February 1, 2011 when the Board approved appointments to the Board according to the provisions of Government Code Section 54970 (Maddy Book). Ken Cooper and Victoria Moreno have expressed a desire to continue on the Cambria Local Area Advisory Board and on November 13, 2012, the Advisory Board voted to recommend their re-appointment to the Board. In October 2012, Lesliann Godfrey resigned from her Advisory Board position and on December 11, 2012, the Cambria Advisory Board approved recommending that Nancy Carr be appointed in her place.

Board members were initially appointed with two- and three-year staggered terms. With the reappointment of Mr. Cooper and Ms. Moreno and the appointment of Ms. Carr, the terms of the Cambria Advisory Board members will be staggered at three-year terms.

#### **OTHER AGENCY INVOLVEMENT/IMPACT**

Lodging businesses within the Cambria designated local area met to form and determine the organization of their advisory boards. As noted above, the Cambria Local Area Advisory Board is recommending the re-appointment of Ken Cooper and Victoria Moreno and the appointment of Nancy Carr. The vacancy left when Ms. Godfrey resigned was posted by the Clerk-Recorder.

#### **FINANCIAL CONSIDERATIONS**

None.

#### **RESULTS**

This action continues the implementation of the local area provisions of the County Business Improvement District ordinance. The County does not establish performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes.

#### **ATTACHMENTS**

1. Ken Cooper and Victoria Moreno letters of interest
2. Cambria Local Area Advisory Board 11-13-12 minutes - page 4
3. Nancy Carr application
4. Cambria Local Area Advisory Board 12-11-12 minutes - page 2
5. Local Area Advisory By-laws - Article II Section 1c, page 2